

CHETANA ORGANISES ICSSR SPONSORED

Two Days International Research Conference

On

Digital Marginalization and AI Bias : Redefining Business and Society

(ICDMAI-BS 2026) Hybrid mode

27th & 28th February, 2026



Jointly Organized By

Chetana's Hazarimal Somani College of Commerce & Economics,
Smt. Kusumtai Chaudhari College of Arts (Autonomous), Bandra (E) Mumbai.

&

Chetana's Ramprasad Khandelwal Institute of Management & Research, Bandra (E) Mumbai.

In Association With

Indian Council of Social Science Research (ICSSR)



Collaborating Universities



📍 Venue : Loksevak Madhukarrao Dhanaji Chaudhari Auditorium, Chetana Campus, Bandra (E)

ABOUT CHETANA COLLEGE

"Chetana" meaning "Consciousness - is the core of every living being", was started by Hon. Loksevak Late Balasaheb Madhukarraoji Chaudhari (Former Speaker Maharashtra Legislative Assembly and Minister of Education, Finance and Revenue) with a noble intention of providing education to all. Through its glorious history of more than 50 years, the College has been nurturing dynamic leaders and innovative managers. The College is strategically located in Bandra East offering programmes like B.Com, BA, BMS, BAF, B.SC.IT, BBA Logistics, BAMMC, M.Com and Ph.D. The College also offers Programmes through Distance Learning for working students through the Yashwantrao Chavan Maharashtra Open University. The College has been granted Autonomous status by UGC, is affiliated to University of Mumbai and recognised by All India Council for Technical Education (AICTE). The College is also ISO Certified and recipient of 'Best College Award 20-21' by University of Mumbai.

ABOUT CRKIMR

Chetana's Ramprasad Khandelwal Institute of Management & Research (CRKIMR) established in 1981 have been imparting quality management education programs to meet the industry requirements. CRKIMR is the 2nd oldest B- School affiliated to Mumbai University and AICTE approved program. The Institute have been consistently ranked amongst the Top-50 Private B-schools in India and amongst the Top-10 in Mumbai by The Economic Times, Corporate Dossier issue and The Week. CRKIMR have both been certified by ISO 21001:2018 for quality education. MMS program of CRKIMR has been accredited by NBA in 2023. CRKIMR also runs Ph.D. program.

ABOUT WRC – ICSSR

The Indian Council of Social Science Research, an autonomous organisation, was established by the Government of India in 1969 and ever since, its role and functions have constantly been growing. The Council functions through a system of programme divisions at its headquarters in New Delhi and a network of six Regional Centres at Mumbai, Kolkata, Chandigarh, Hyderabad, New Delhi and Shillong. The Council has set up, in collaboration with respective state governments, six Regional Centres as part of its programme of decentralizing administration and broad-basing social science research. The Western Regional Centre was established with the approval of the Government of Maharashtra in January 1973 in collaboration with the University of Mumbai on the new campus of the University at Vidyanagar. The major objectives of the Centre are - the promotion of research in social sciences, the imparting of training in research methodology to those aspiring to undertake research and the exposure of young social scientists and researchers to the benefit of the expert knowledge of specialists not only from the western region but also from the rest of India and abroad.

ABOUT THE CONFERENCE

The conference on "Digital Marginalization and AI Bias: Redefining Business and Society aims to provide a multidisciplinary platform for academicians, researchers, policymakers, industry professionals, and students to critically examine the growing influence of Artificial Intelligence (AI) on business practices and societal structures. As AI systems increasingly shape decision-making in areas such as governance, public services, finance, healthcare, education, and employment concerns around algorithmic bias, digital exclusion, and social inequality have become more prominent. This conference seeks to explore how AI-driven technologies, while enhancing efficiency and innovation, can also reinforce existing socio-economic disparities and create new forms marginalization. Through keynote addresses, paper presentations, panel discussions, an interactive sessions, the conference will encourage dialogue on ethical AI, inclusive digital transformation, and responsible innovation. It aims to bridge the gap between technology, policy and society by fostering critical reflection and collaborative solutions for building fair a trustworthy AI systems.

CHIEF GUEST FOR INAUGURAL FUNCTION



Shri. Suresh Prabhu

Mumbai, India

Suresh Prabhu is a prominent Indian statesman and former Union Cabinet Minister recognized for holding key portfolios like Railways, Civil Aviation, and Commerce & Industry. A Chartered Accountant by profession, he has been part of the Prime Minister's Sherpa for G20/G7 summits, actively shaping India's policy in finance, energy, and infrastructure. A seasoned parliamentarian, he represented Maharashtra & Andhra Pradesh as a Member of Parliament (MP) and is recognized for driving reforms and digital transformation in important sectors. He is also the Founding Chancellor of Rishihood University, Hararyana.

KEYNOTE SPEAKER

Mr. Vivek Sawant

Pune, India

Shri. Vivek Sawant is an ardent advocate on spreading computer literacy, e-learning, e-governance, and e-empowerment across all sections of society. At present he serves as the Chief Mentor of Maharashtra Knowledge Corporation Limited (MKCL), an organisation established by the Government of Maharashtra in 2001, to bridge the digital divide experienced by the common people. Mr. Vivek Sawant is credited for launching state wide initiatives to promote computer literacy through learning centres benefitting more than 20 million (2 crore) learners over the last 23 years. He has served important committees constituted for digital reforms by the Government.



INTERNATIONAL SPEAKERS

Nick Hutton

Singapore

At present he is leading MasterSoft, a leading Edutech software in Asia. Previously he has worked with Apple Computers and multiple global telecom companies. He was also the former CEO of Universitas 21 Global, a fully online Business School in Singapore. He is savvy about creating next gen online teaching and learning platforms to make education accessible.



Dr. Mohammad Rami AlJundi

Academic Staff Member, Faculty of Mechatronics, Maaref University, Syria 

Dr. Mohammad Rami Al Jundi is an Academic Staff Member in the Faculty of Mechatronics at Maaref University. His academic and research interests are rooted in applied sciences, with a strong emphasis on mechatronics engineering, intelligent systems, and technology-driven innovation. His work contributes to advancing interdisciplinary research and engineering education, particularly in the integration of modern technologies into practical applications.



Dr. Ahmad AlKurdi

Professor in Informatics, Al Shamal Private University, Syria 

Dr. Ahmad Al Kurdi is an academic professional affiliated with Al Shamal Private University. His academic engagement lies within applied sciences and higher education, with interests spanning technology-driven learning, innovation, and research development. His contributions reflect a commitment to enhancing academic quality and fostering technological advancement within institutional and societal contexts.



INTERNATIONAL PANEL DISCUSSION ON AI IN RESEARCH

Dr. R. K. Srivastava

Professor Emeritus, Mumbai University

Head- Research Center, Dalmia Institute of Management and Research, Mumbai India

Dr. R. K. Srivastava, Professor Emeritus, University of Mumbai, and Head of the Research Center at Dalmia Institute of Management and Research, has made significant contributions to management research and higher education. His academic interests engage with the ethical, structural, and governance dimensions of digital transformation. In the context of digital marginalization and AI bias, his perspective underscores the need for inclusive frameworks that ensure technology-driven business practices contribute to equitable societal outcomes.



Prof (Dr). Ravi Dissanayake

Department of Marketing Management
University of Kelaniya Sri Lanka

Prof. (Dr.) Ravi Dissanayake, Department of Marketing Management, University of Kelaniya, Sri Lanka, is an established academic in the field of marketing and consumer behavior. His research engages with digital marketing, analytics, and technology-enabled market systems. In the context of digital marginalization and AI bias, his work contributes to understanding how algorithmic decision-making and digital platforms influence consumer inclusion, fairness, and strategic marketing outcomes.



Prof. (Dr.) Anil S Sutar

Professor and Dean School of Research Methodology
and Doctoral Students Office, TISS Mumbai, India

Prof. (Dr.) Anil S. Sutar, Professor and Dean at the School of Research Methodology and Doctoral Students' Office, Tata Institute of Social Sciences, is a leading authority in research methodology and doctoral training. His work emphasizes rigor, ethics, and reflexivity in social science research. In the context of digital marginalization and AI bias, his perspective highlights the importance of methodological transparency and inclusive data practices in producing responsible and socially grounded knowledge.



Dr Shad Ahmad Khan

Associate Professor ,Faculty of Business and Management American University of Phnom Penh ,
Phnom Penh, Cambodia

Dr. Shad Ahmad Khan, Associate Professor at the Faculty of Business and Management, American University of Phnom Penh, Cambodia, engages in research on business strategy, digital transformation, and technology-led management. His scholarly perspective contributes to discussions on digital marginalization and AI bias by highlighting how strategic choices and governance frameworks shape equitable and responsible adoption of advanced technologies in organizations.



Dr. Kyung Ki Eun

Adjunct Professor, Tongmyong University, Busan, South Korea

International Adjunct Professor at NSB(National School of Business at Bangalore) Machining(CNC Programming & Operation) and Certified Lead Auditor of Quality(ISO 9001), Environment(ISO 14001) & OHSAS Management(ISO 45001), Project Management(PMP, PRINCE2 Foundation & Practitioner), Six sigma Black Belt, Master of Process Management, Master of Production Management, Certified Professional Logistician



NATIONAL PANEL DISCUSSION ON "CAN AI BE FAIR ?"

Dr. Nandita Mishra

Director CIMR, Mumbai, India

Dr. Nandita Mishra is a distinguished academician and education leader with over two decades of experience in management education and academic leadership. She is a passionate educator, thought leader, and certified CSR Master Trainer. Her work reflects a strong commitment to academic excellence, ethical leadership, and professional development.



Prof. Ajay Singh

Member of task force for Implementation of Quantum safe ecosystem in India,
National Quantum mission, Mumbai India

Prof. Ajay Singh is a Member of India's National Task Force on the Quantum-Safe Ecosystem, contributing to Post-Quantum Cryptography, standards and policy. A former CEO of an award-winning Fin-Tech firm. He currently serves as a Professor of Practice and visiting faculty at leading institutions. He is also an accomplished author and Fellow of the Institute of Directors, actively shaping global technology and security discourse.





Charanpreet Singh

Praxis Tech School Mumbai, India

An educator and corporate leader with over 20 years of experience across industry and academia. He is co-founder and Professor at Praxis Tech School and Praxis Business School, institutions focused on AI, data science, analytics, and management education. His corporate career includes leadership roles with British Oxygen, Tata Steel, PwC, and Compaq-HP across consulting, technology, and international business. An IIT Kanpur graduate with an MBA from the University of Iowa (USA), he is also an Achieving Scholar recognized by the British Government. He has served as visiting faculty at leading institutes including IIM Lucknow, IIM Raipur, IIM Shillong, and IIM Udaipur.

Raghu Nath Reddy

LA Technologies, Mumbai-India

Raghu Nath oversees end-to-end business operations, ensuring seamless service delivery and operational efficiency across all verticals. He has extensive experience spanning three decades as CIO and CISO across BFSI organizations and has managed large technical teams and enterprise projects. He plays a key role in strengthening organizational processes and driving scalable growth. His leadership ensures LA Technologies consistently meets performance, quality, and customer-satisfaction benchmarks



Mr. Sanmesh Kalyanpur

Director – Programs & Communications, Finternet, Mumbai India

Sanmesh Kalyanpur is a dynamic leader in digital transformation and financial innovation, currently associated with Finternet. He brings strong expertise in fintech, technology strategy, and next-generation digital ecosystems. A National Bravery Award winner, he is also an active thought leader who shares insights on the future of finance and innovation

NATIONAL SPEAKERS

Dr. R. Srivaramangai

Mumbai, India

Associate Professor and Head of the Department of Information Technology at the University of Mumbai. She has over 20 years of teaching experience and prior industry exposure. She holds a Ph.D. in Information Technology and is actively involved in research, curriculum development, and doctoral supervision. She also serves as Officiating Director of the Centre for Excellence in Theoretical and Computational Sciences. Recognized for academic leadership, she is a recipient of the Distinguished HOD Award from the CSI Mumbai Chapter and leads multiple initiatives in theoretical and computational research.



Sri Pradeep Kumar Mani

Mumbai, India

An alumnus of Banaras Hindu University, he belongs to the Uttarakhand Judicial Service, 2025 Batch. He was promoted to the Uttarakhand Higher Judicial Service in 2018. Over a career spanning more than two decades, he has held prestigious positions and served as Joint Director, Uttarakhand Judicial and Legal Academy, Bhowali, Nainital, Joint Registrar, Uttarakhand Public Services Tribunal, Dehradun, Additional District and Sessions Judge, Khatima and Judge in Family Court, Tehri Garhwal. At present he is the Member Secretary, Uttarakhand State Legal Services Authority, Nainital.

NATIONAL SPEAKERS



Dr. Parashram Patil

Kolhapur, India

He is an international level expert in the field of agriculture and natural resources economics. He has formerly served as a consultant in Asian Development Bank, NABARD, Ministry of Commerce, Startup India to name a few. At present he is an expert with UN Framework Convention on Climate Change and is an advisor to Government and Corporates in the area of agribusiness, climate change and civil society.

Dr. Aditya Abhyankar

Pune, India

A researcher in the field of signal and image processing, pattern recognition, wavelet analysis, biometric systems and bioinformatics, machine learning, computer vision, data analytics etc., he is the present Dean, Faculty of Technology at University of Pune and Professor, Department of Technology, University of Pune. He is also a Research Associate at Clarkson University, USA. He has in his name 8 US and 12 Indian patents and has received national and international awards.



Wing Cdr Rohan Chandak (Retd)

Mumbai, India

He is presently the Program Director, at Technocraft Centre for Applied Artificial Intelligence at IIT Bombay. He has over 15 years of progressive leadership experience, specializing in software engineering and applied AI. He is an expert in leading the development and delivery of high-impact technology solutions across avionics and AI domains



Dr. Dipankar Dutta

West Bengal, India

He is an expert in Computer Technology having industry and academic experience. At present he is an Associate Professor in the Computer Science and Engineering Department at the University Institute of Technology, University of Burdwan, West Bengal. He has keen interest in Data Mining, AI, and Soft Computing and has delivered lectures at various seminars and workshops.



Dr. Naresh Harale

Mumbai, India

At State Bank of India, as Senior Vice President and Head of the Information Security Department, his expertise is focused on fortifying digital assets and enhancing the resilience of critical infrastructures. His previous tenure at ReBIT as Vertical Head and CISO showcased a commitment to safeguarding the Reserve Bank of India's digital infrastructure. Across roles, his contributions have anchored on fostering innovation in risk management while balancing enterprise resilience with strategic outcomes.



Hemant Gaule

Mumbai, India

Hemant Gaule as Senior Vice President – Growth & Development Initiatives at Adfactors PR, a leading PR Agency. He has trained over 3000 communications professionals globally on AI adoption & future readiness. He has co-founded a think tank focussed on upskilling and thought leadership in AI. He is the first Indian to be conferred as a Fellow Accredited Public Relations Practitioner by ASEAN PR Network



Dr. Narayan Bhosle

Amarkantak, Madhya Pradesh, India

An expert in the application of AI for cyber protection and defense. He is presently working with at Indira Gandhi National Tribal University, Amarkantak. He mentors students to become informed and ethical digital citizens which is integral to the growth and development of our nation.



NATIONAL PANEL DISCUSSION ON "RESPONSIBLE AI ADOPTION ?"

Bhavesh Panchal

CTO-Magenta Mobility Mumbai, India

Distinguished technology and consulting leader with 26 years of global experience driving digital transformation, strategic leadership, and innovation across industries including ITES, manufacturing, retail, logistics, and financial services. Proven track record of leveraging enterprise technologies (SAP, Oracle, Salesforce, AWS/Azure) to accelerate growth, enhance efficiency, and deliver large-scale transformation, recognized with the ITNext Future 100 CIO Award.



Tarun Malkani

Investor and Entrepreneur, Ex Chief Operating Officer, Mumbai India

Tarun Malkani brings nearly four decades of leadership experience across global organizations including Rio Tinto, Bayer, Monsanto, and Alcan, spanning industries such as metals, chemicals, life sciences, and finance, with over 20 years in strategic leadership roles at global and regional levels. Currently engaged with innovative startups as a mentor, advisor, and investor, he also consults, coaches executives, and contributes to academia, drawing on his background from IIM Calcutta and ICT Mumbai.



Shashikant Shukla

Partner at KPMG Mumbai India

Accomplished management consulting professional with over a decade of experience in policy and eGovernance across sectors including Education, Social Welfare, Tourism, Employment, and Water. Skilled in program management, IT strategy, and public procurement, with strong understanding of government systems and a passion for driving social impact through emerging technologies.



Dhaval Mistry

Principal Consultant, Director Factral Analytics, Digital transformation leader in supply chain Mumbai, India

Supply chain analytics leader and strategist with proven ability to lead digital supply chain transformation and build scalable AI solutions on future state technology. Expertise is orchestration of analytics strategy, design thinker, business case development, solutionist, roadmap planning, digital acceleration and program management across Supply chain.



Vaibhav Mathkari

Founder & CEO | AI & Automation Architect | Digital Transformation
Pune, India

A results-oriented professional known for going the extra mile to exceed expectations, he brings a positive, challenging mindset and strong team - building capabilities, backed by global exposure to customers and enterprise software deployments. He believes in learning by doing - driven by curiosity, clarity, decisive execution, and continuous learning to achieve meaningful, goal-oriented outcomes.



THEMES

General Management

1. Strategic leadership challenges in an AI-driven and unequal digital economy
2. Organizational decision-making under algorithmic influence
3. Building ethical cultures in technology-intensive organizations
4. Balancing innovation, competitiveness, and social responsibility
5. Managing reputational and compliance risks in digital enterprises
6. Corporate governance for responsible and inclusive AI adoption

Public Policy, Governance & Society

1. Accountability of public institutions using AI-enabled systems
2. Role of AI in improving access to public services
3. Trust, transparency, and ethics in government use of AI
4. Social change and inequality in India's digital transformation
5. Infrastructure gaps and uneven digital development across regions
6. Explainable and transparent algorithms in public decision-making
7. Data protection, privacy, and citizens' rights in the AI era
8. Technology-led inclusion of marginalized and underserved communities
9. Digital awareness and empowerment of citizens
10. Policy frameworks for safe, fair, and responsible AI deployment

Finance

1. Technology-driven financial decision-making and its social impact
2. Digital lending models and access to credit for underserved groups
3. Automation and risk management in financial institutions
4. Ethical concerns in data-driven financial services
5. Trust and transparency in AI-supported financial systems
6. FinTech innovations for financial inclusion and sustainability

Marketing

1. Data-driven consumer insights and ethical marketing practices
2. Personalization versus privacy in digital marketing strategies
3. Influence of algorithms on consumer choice and behavior
4. Market access challenges for digitally disconnected consumers
5. Responsible use of customer data in digital campaigns
6. Inclusive branding and communication in the AI era

IT/Digital Business

1. Digital platforms and new forms of economic participation
2. Design of intelligent systems for fair business outcomes
3. Role of data governance in digital business success
4. Ethical challenges in large-scale digital transformation
5. Human-centered design in AI-enabled business systems
6. Accessibility, usability, and inclusion in digital products and services

Operations

1. Smart operations and the changing nature of work
2. Digital transformation of supply chains and operational networks
3. Automation, efficiency, and workforce displacement
4. Data-driven planning and operational decision-making
5. Technology adoption challenges for small and medium enterprises
6. Sustainable and responsible operations in the digital age

Human Resources (HR)

1. Transformation of talent management through digital technologies
2. Fairness and transparency in technology-enabled hiring processes
3. Employee experience in AI-supported workplaces
4. Workforce surveillance, ethics, and employee trust
5. Skills development and reskilling in an automated economy
6. Building inclusive workplaces through responsible HR technologies

SUBMISSION GUIDELINES

- Include the full title, author(s) name, affiliation, email ID, and contact number in the abstract and paper.
- Abstract: Max 300 words with 5-7 keywords as per the format provided below.
- Paper: Max 3500 words
- Manuscript format: MS Word, A4 size, Times New Roman (12pt), 1.5 line spacing, 1-inch margins (left, top, bottom), ½ inch(right), Use APA citation style. Submissions must be original, unpublished, and not under submission elsewhere. On acceptance, publishing rights get transferred to the editor.
- After acceptance E-mail, the full paper can be sent on the same E-mail Ids alongwith plagiarism report of with a similarity index $\leq 15\%$
- **Conference Details:**
 - Abstract Submission Date 5th February 2026
 - Full Paper Submission Date 10th February 2026
 - Inaugural Session, Keynote Address, Panel Discussion and Research Paper Presentations 27th February 2026
 - Panel discussion, Research Paper Presentations and Valedictory function 28th February 2026
- **On the spot registration at the venue can also be done.**
- **Kindly email the abstract on:** conference@chetanacollege.in
- **And send CC to:** researchconference@crkimr.in
- **Award Categories:**
 - Best Research Paper- Academic / Industry
 - Best Research Paper- Research Scholar
 - Best Budding Researcher- Student

REGISTRATION

■ Publication Opportunities:

Selected research papers will be published in Scopus Indexed Journal and Publication cost will be borne by the authors.

■ All selected papers will be published in:

- Journal "Shodh Chetana" having ISSN No. 2454-1877
- CRKIMR, Quest Research Journal of Management Research, Indexed in ProQuest, ISSN No. 0976-2000
- International Journal of Applied Science and Engineering, ISSN -2321-0745, E-ISSN-2322-0465
- International Journal of Information Science and Computing, ISSN- 2348=7437, E-ISSN-2454-9533
- And Many More...

■ International Participants -\$ 50 USD

■ Corporate Delegates -Rs.3,000

■ Academicians -Rs.2,500

■ Research Scholar & Students -Rs.750

■ Only Participation (Online or Offline) -Rs.1000

■ Fees include Conference Kit, Certificate and Working Lunch.

■ Accommodation for outstation participants can be done on request at "Hotel Accord, SantaCruz, Mumbai.

(*Separate charges to be paid by the participant)

■ No provision for TA/DA

■ Scan QR Code for Registration



Prof. Vijay J. Fulari

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Prof. B. Koteswararao Naik

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(Senior Professor & Former Director Jamnalal Bajaj
Institute of Management Studies, University of Mumbai)

Dr. Ahmed Abu Hajar

(Vice President of Maaref University of Applied
Sciences for Scientific Affairs, Syria)

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(Manager, Quality Assurance and Accreditation Center
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(Al Shamal Private University, Syria)

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(Member of Task Force for Implementation of
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Raiganj University, West Bengal, India)

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